

SOME ASPECTS OF THE FORMATION OF A NEW BEHAVIORAL MODEL OF YOUTH IN AN ERA OF GROWING INTERNATIONAL CONTRADICTIONS

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Abstract. The article examines some aspects of the complex and controversial development process of the world, which increasingly affect the interests of the younger generation and determine the prospects for its future in the system of new emerging social relations. Transformations serve as an indicator of a change in society and forming a system of social relations. The author made attempts to analyze the impact of socio-political transformations, complex and contradictory international relations on the state of the youth environment and the formation of new elements of the behavioral model in it. These trends reflect the objective need to consider the special role of the identity of a new type of person and the components of behavior inherent in such a subject in the system of emerging social relations. Is the new generation able to create a stable and safe environment of human existence, adequate to complex challenges and crisis phenomena? In this regard, it is proposed to expand the scope of this very relevant topic in modern discourse.

Keywords: *Transformational processes, youth, new identity, youth environment, international relations, post – soviet space.*

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1. Introduction

In the modern world, the transformational processes of world and national social development as an objective phenomenon, along with their other consequences, are accompanied by the aggravation of new oppositions. The growing trends in the expansion of international contradictions indicate the formation of a new specific type of society - a risk society and demonstrate the importance of adapting to new realities.

Developing and constantly changing under the influence of various factors, this type of society, along with the achievements of technological progress, continue to have a direct impact on the price and personal orientations of social groups and their choice of their path in the system of new relations based on the existing set of social norms and the system of morality. The dynamic spread of new social norms and values is as an essential element of the formation of society and the maintenance of public morality (Degterev, 2022).

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In the process of forming a new society, the place and role of the youth environment, which is not a single whole, is differentiated on various grounds, is important. There has been a lot of focus on intergenerational differences in the past. It was noted that (Spitzer, 1973) here is a generational effect, not a life cycle effect. Different groups of peers can simultaneously experience the same significant events, but react to them in different ways.

Today's youth are navigating a world that is becoming more interconnected, giving reason for individual professionals to conceptualize generations as global rather than regional (Philipps, 2018). Being in a state of socialization and acting as the most mobile social group in the national and supranational system of relations, young people demonstrate their readiness to participate in international cultural exchange (Asadov, 2014). The growing natural need for modern societies to develop the role of youth in this process is characterized by the fact that she is the bearer of a huge intellectual (civilizational) potential, special abilities for creativity, the creation of new forms of life.

The ambiguity of the current situation in the modern world is that the multifactorial development of society and new transformation processes as a whole determine the conditions in which value orientation and models of social behavior of young people are formed. And today, various factors affect their orientation and social behavior. In real societies, in which the usual worldview can change over a short period of time, this creates clear prerequisites for the erosion of traditional basic values in the youth environment. As a result of purposeful information policy, the use of new technologies and other trends in the development of the modern world in the youth environment, there is an uncontrolled borrowing of cultural values and standards.

The penetration into everyday life of new values, norms of behavior in this environment gradually creates a process of decomposition of the traditional national way of life, national traditions, custom, at the same time, the variety of opportunities for identifying one's identity is becoming more and more widespread. These dynamic multifaceted phenomena and changes favor the creation of not only a new image of society, but they significantly form a new culture and identity, the personality of each subject - a person of the future, a participant in new systems of wearing. And from the point of view of the theory and practice of modern humanism in this process, the ability of young people to organize their lives in accordance with humanistic principles is important for young people (Miller, 2015).

At the same time, young people, as an exclusively object of attention, manipulation and a means of achieving the necessary goals on the part of individual state actors and international and national structures, remain one of the vulnerable social institutions in the face of new challenges and socio-political crisis phenomena. An increasingly globalized and differentiated society shows less and less consensus between norms and values that can provoke conflicts between youth and the surrounding reality (Pelevin *et al.*, 2018).

As part of the world community, it is affected by the consequences of a complex and contradictory process of world development and is the fastest to respond to global and domestic political changes. On the way to adulthood, young people in individual countries face the consequences of various crises and phenomena (Arnold, 2020). Under these conditions, she experiences critical periods of physical, cognitive and socio-emotional development (Chugani *et al.*, 2021).

Due to the growth of protest sentiments and the demonstration of youth re-action on political events, conflict situations, the most noticeable phenomenon in the youth environment is new dynamic trends and the process of political self-identification of youth.

In this regard, it is necessary to rethink the consequences of the current geopolitical challenges and destructive trends of our time, which to a large extent can lead to the emergence of new channels for involving young people and their organizations in the sphere of international contradictory and conflict relations of the main centers of world politics. In this case, we can talk about the formation of a new identity and the presence of various value orientations in the youth environment, which has political, cultural, religious and other dimensions. Changes in the confection of youth identity and the formation of new stereotypes in this environment can largely be influenced by growing inter-civilization, interfaith and political contradictions. The latter are increasingly manifested not only in relations between Russia and the United States (Pax Americana), in the context of the latter's attempt to maintain its role in the system of international relations, but also takes place in China's desire for world leadership (Pax Sinica). At the same time, we are witnessing known in the past trends and components of behavior patterns that are taking place today in the international youth environment. Crisis situations, modern conflicts in the private sector in the Middle East and other events have again come to be considered as an important factor that has a sensitive impact on the worldview of the younger generation and the formation of a new political culture among young people. To a large extent, these political and cultural shifts lead to the fact that young people gravitate to a variety of civilizational and ideological poles. Anti-war and pro-Palestinian sentiments in the youth environment, especially at universities in the USA and Europe, confirm the thesis that it is the younger generation that is increasingly influenced by political events and acute conflicts of our time.

Today, some young people from the South are limited in transnational forms of youth participation. Young people who face issues of vulnerability, danger and missed opportunities are driven by a sense of confrontation, of non-justice both domestically and internationally.

All this implies special attention to the role of young people in the system of complex and contradictory international relations, despite the weakening of the activities of large youth centers and their influence on the development of the youth environment as a whole. Of course, this is the subject of consideration of a separate topic, which, taking into account the new realities of complex and contradictory international relations, should become one of the demanded directions in the modern discourse.

On the other hand, in the current contradictory and conflict situations, the problem of trying to revise the existing system of values and the desire of individual centers to expand the sphere of especially humanitarian presence, it is necessary to consider some aspects of the influence of these phenomena on the state of the youth environment of the post-Soviet space in recent decades.

It should be noted that the influence of the above-mentioned complex processes of recent decades, which revealed the existence of some objective patterns of the formation of a new system of relations and rapidly changing trends in international relations on young people and the formation of a new system of values and an adequate picture of the world, while remaining a very urgent problem, does not always find due attention from researchers.

Thus, the new socio-political realities characterize the growth of the direct influence of these phenomena on the state of the youth environment and its worldview of the future world. In this context, it is important today not only to understand, under the influence of new trends, the change in the configuration of the cultural and ethnic identity of young people, but also the place and role of the youth factor in the complex process of world development, which should be guided by the formation of an effective strategy for the survival and progress of mankind.

2. Methodology

As a result of the technological process and as the scope of political transformations and the growth of contradictions on the world stage expanded, not only favorable conditions and opportunities were created for the spread of new values and standards. But these changes led to an increase in resistance, the understanding of their growing impact on the state of the youth environment changed. A clear manifestation of these factors and a further increase in their negative impact on the behavior of the younger generation determines the consideration of these phenomena, including as an important factor in changing this environment.

Today, there is a need to ensure increased attention to the problems of exploring the place and role of the youth factor in the complex and controversial process of world development. This objective need requires researchers to expand the search for qualitatively new tools and opportunities to form a new vision regarding adaptation to the conditions of growing conflict of the co-time world.

The methodological basis of the study is general scientific methods. The issues of some peculiarities of changing the configuration of youth identity and the emergence of some components of its behavioral model in the complex and contradictory conditions of international relations are considered in line with the revision and reassessment of certain aspects of the logic of adapting the youth environment to new social realities.

3. Results and Discussion

In recent decades, the beginning of the search for new moral guidelines and the formation of a value management system in individual states as an objective need was a kind of transition period, which, as noted in the early 90s. Robertson (1992) intensified the consciousness of the world as a whole. At the heart of this complex inevitable process of transformation of the value system was a deep paradigm shift in social development (Sharov, 2003). This revealed the existence of some objective patterns of the formation of new societies and could not but affect especially the problems of the correlation of traditional and liberal European values in the post-socialist space as a reflection of the new reality.

In a rapidly changing environment, the post-socialist world, which looked like a region in a state of transformation, was undergoing the onset of Euro-Atlantic globalism. For a number of objective, as well as subjective reasons, countries from Europe have become one of the key actors in promoting this policy, which has led to the emergence of a wide range of conditions and opportunities. The European values that were actively promoted in the framework of this policy were designed not only to integrate new countries into a single humanitarian space, but became effective tools for involving new entities in the orbit of this actor's policy.

The growing need in this direction, including being one of the main motives for the key centers of international politics, led them to expand the sphere of economic, political, as well as humanitarian presence in the space of new images (Asadov & Baranov, 2016). In the process of reorganizing historically established social relations, important actors were also separate international humanitarian organizations. The latter, in fact, as agents of Western politics acted in this space as dual-use structures. In fact, new societies as objects of foreign policy of large centers of world politics in the main were forced to choose from the models of cooperation proposed by the latter (Babykina, 2013).

It should be noted that against the background of the emergence of rapprochement trends and the development of integration vectors of cooperation and especially in the formation of a new space of interaction, an important place was given to both the potential of youth and its main institutions. And the analysis of some aspects of the spread of Western values on the territory of the countries of the former socialist camp allows us to note that important elements of the cultural strategy of the West in this direction were various youth programs and projects that have, not only humanitarian, but also other dimensions. The latter, offering new opportunities and conditions, were aimed at conquering new cultural and information spaces and involving young people in the integration process. That is, they would contribute to the spread of new standards, values and institutions in the youth environment in most cases of Western existence. In this strategy, everything non-Western, peculiar, the other had to integrate or take a non-leading role in the established system of values.

As the political shifts in the post-Soviet space show, the younger generation, taking into account the special vulnerability in the face of the consequences of new transformational processes, found itself at the epicenter of the ongoing changes in society. Young people, despite their activity, did not inherently act as an effective subject of the ongoing social and political processes, and in some areas the role of its traditional channels and formats of interaction decreased.

At the same time, the dynamic role of the organized youth environment was most in demand, and it was considered as an effective factor influencing the change in the parameters of the socio-cultural space. In the current realities, international humane cooperation as an instrument of soft power (Zonova, 2013) and semi-new development directed deep into the Eurasian space contributed to the process of progressive formation of a new youth environment in the post-Soviet space through new projects and standards (Asadov & Kostrikin, 2016). These trends, having youth change, were directed deep into the Eurasian space.

As you know, the history of mankind without communication and openness of the nation is devoted to a limited cultural life. Therefore, it cannot be unequivocally stated that the process of forming a new system of values under the influence of ethnocultural religious (Furrow *et al.*, 2004) and universal norms and standards in the youth environment always has negative consequences. In the current conditions of international relations and the strengthening of open societies, new societies were able to absorb the achievements and values of other cultures and civilizations. Despite the fact that today many peoples have, they have inherent stereotypes in the perception of other peoples, but of course, they are fueled by concern for their well-being. And following this logic, it can be noted that the scale of penetration into national cultures created the prerequisites for the desire of peoples to protect their internal components, such as language, religion, traditions, cult.

In this regard, it can be noted that the issues of preserving national identity, which today continue to be acute for certain modern societies in the era of reorganization and expansion of the boundaries of contradictions, acquire special relevance for the most vulnerable to new conditions of societies.

Accordingly, in the current realities, the issues of adaptation to new conditions and especially the preservation of national and cultural identity in the youth environment, there was a need to rethink the influence of dynamic trends on the ongoing development processes of new societies. Against this background, the need to create various programs and institutional mechanisms in order to interact in the emerging system of international exchange and especially to reduce the negative impact of new challenges was expected actions on the part of individual societies. Today, with the help of soft power tools in the post-Soviet countries, individual major centers of world politics continue to actively influence the views of the younger generation and impose their values on them (Dynkin, 2021).

In this context, attention is drawn to the statement of the then deputy head of Rossotrudnichestvo (Russia) Muradov: “If young people of the countries of Eurasia do not unite, we run the risk of destroying the foundations of identification, culture and traditions of peoples whose history was formed by thousands” (TASS, 2012). It follows from this that the formation of new elites focused on national interests, the preservation and development of traditional channels of cooperation in the post-Soviet space, along with other vectors of the development of society, is, without exaggeration, a strategic task in the field of working with young people.

In the formation of new priorities among representatives of the younger generation, the latest achievements of information technology play an important role. The impact of modern technologies on the lives of young people is becoming more (Deepa & Shelby, 2024) and more noticeable, which testifies to the digitalization and technologization of public relations. They gradually have a serious impact on their ideas about society and culture, change their attitude to the surrounding reality. Through the Internet, young people are included in the world cultural, social and political spaces. The formation of “virtual communities of youth” especially with the help of “social networks” on an international scale, on the one hand, allows people to exchange views on various problems of society, but on the other hand, such social relations gradually flow into “virtual life”, in recent decades has often led to real large-scale political actions of young people in different countries of the world.

Speaking about the growing influence of information and communication technologies on the course of world development, it is appropriate to pay attention to the theories of the famous Canadian scientist McLuhan (2011). The idea of the world as a “global village” takes on a new meaning and, as a result of the rapid development of information technology, the process of globalization and blurring of boundaries in the broadest sense is intensifying. The blurring of boundaries occurs between individuals, entire peoples, areas of knowledge, spheres of life. Today, to some extent, these phenomena have a significant impact on the formation of the worldview and behavior of young people around the world, as well as the creation of a vulnerable global cultural and information environment.

At the same time, in the context of the development of crisis processes and the emergence of new trends, which have an important impact on the formation of views and new stereotypes of modern youth, are different. For example, the growing influence of socio-political factors and the confrontational context of relations between Russia and

Western countries have already called into question the possibility of expanding the channels of international youth cooperation and accordingly, the practical implementation of many projects and programs with the participation of youth and their institutions. In fact, two anti-positive trends in the modern world - integration and isolation - as a result, including dynamic trends in the development of the modern world and the expansion of the scale of contradictions, continue to leave some peoples with a dilemma, on the solution of which the formation of a system of new value guidelines in this environment depends. Some societies continue to show greater tolerance towards new values and there are examples when individual countries, using their own resources and mechanisms, expressively oppose the spread of foreign cultural traditions and values among young people. At the same time, a significant impact on her behavior is influenced by internal political processes, especially the lack of a social contract, which indicates the presence of trends such as a split in elites and society as a whole.

Thus, these phenomena, indicative of a systemic crisis in the humanitarian policy of international organizations and key public actors, should be considered as a complex and long-term process for individual cultures, which, in the context of new transformations, lead to serious changes not only in the ethnic, cultural, but also in the social diversity of the world. As a result of targeted intervention by foreign states, the most vulnerable societies are increasingly faced with de-formation problems of the value system and the threat of especially preserving the identity of the younger generation. The desire towards universalism among young people testifies to the minimization of young people's interest in the traditional way of life. Along with other consequences, this process in the youth environment leads to a blurring of ideas about the historical past and culture inherent in each country. And in this regard, in the current conditions and in the future, for modern societies, the issues of the growing influence of the expected consequences of transformations in the context of their influence on the change in the configuration of the identity of the younger generation, which faced unpredictable transformations of complex and contradictory processes of world development, will be important.

4. Conclusion & Suggestions

The youth environment is increasingly exposed to multifactorial influence, it is most susceptible to changes and based on this and other especially behavioral nature of this social group, there are certain difficulties in identifying the prevailing factors that affect the change in the configuration of a person's identity of an emerging relationship system. The current trend, which testifies to changes in the configuration of identity and the influence of numerous factors on this, requiring the need to “build a long-term strategy for working with young people and the formation of an ideological and value business” (Mayorova, 2022), allows us to note that increasing attention to this problem looks quite natural.

In recent decades, much in the behavior and change in the worldview of the modern generation in the post-Soviet space has been explained, among other things, by the growing influence of global trends and numerous social and political factors on the state of the youth environment. Due to multifaceted social characteristics, young people, as the most visible social group in society, acted as an indicator of all positive and negative processes taking place in renewed societies. The active influence on the state of this environment of the perspective of the formation of its worldview as the previous periods

of the development of society took place on the part of state and non-state actors with the necessary organizational and other means. And the promotion of the purposeful policy of these actors required taking into account the new realities of the rapidly changing youth environment.

Today, in some countries of the region, the fragmentation of the new political culture among young people is especially noticeable and this was largely due to some features of the transformation process and the non-billable period of social development. In this regard, in the context of growing world contradictions for state actors of the post-world space, “political prospects for youth cultures” (Aguilera, 2010) are of particular importance. There is a need for an intensive search for resources in order to fill the content of the moral ideological basis of the state. The issues of direct broadcasting of new ways of values of young people, the search for optimal tools that allow this part of society to form a certain moral filter to neutralize the influence of negative factors on the state of the youth environment became important.

At the same time, depending on how flexible and effective these mechanisms are, they depend primarily on the fact that the role of the youth factor as an important resource of society and the bearer of great intellectual (civilizational) potential in the process of cultural and spiritual development of the social system is taken into account. And the prospects for creating an effective system of social relations, which favors the process of forming national self-knowledge in the youth environment, will largely depend on what the new individual understands the content of the new system of prices and the future of human development, which is focused on price-rapid (integration) processes that unite people and peoples of the planet, and on the other hand centrifugal (disintegration).

In particular, is the new type of person able to change the previous forms of attitude to nature, using effective mechanisms to transform the existing social world, which turned out to be composed of multidirectional vectors of development, constant contradictions, conflicts and the systemic crisis as a whole. Based on this, there is a need to expand the scope of discourse from the youth dimension of the complex and contradictory process of world development. It is important in this to understand its impact on changing the configuration of identity - the formation of a type of person who is able to create a new stable and safe environment of human existence, adequate to complex challenges and crisis phenomena. At the same time, it is imperative that this take into account the positive and negative historical experience of youth behavior as participants in changes in peacebuilding. Young people are increasingly aware of the complex problems and dominant trends that have the most significant impact on the formation of a new system of relationships, in which the behavioral role of the youth factor as a creative beginning will increase.

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